

# The Vitamin Shoppe® Difference

Special Brand Features	The Vitamin Shoppe	GNC*	Herbalife	Local Health Product Retailer
Largest product assortment	Yes	No	No	No
Largest number of products	Yes	No	No	No
Broad range of products	Yes	No	No	No
Global brands	Yes	Some	No	No
Proprietary inhouse brands	Yes	Yes	Yes	Local brands
Operational training	Yes	Yes	Yes	Limited
Product training	Yes	No	Yes	Limited
Staff certification	Yes	No	No	No
Online university	Yes	No	No	No
In-country training	Yes	Yes	No	No
Trained, knowledgeable customer service	Yes	No	Yes	No
Sales commission based staff	No	Yes	Yes	Varies
Both sports and health customers	Yes	Sports	Yes	Either or
Annual single unit revenues	US \$1,400,000 (US)	US \$470,000 (US)	No Stores	Varies
Modern, upscale units	Yes	No	No Stores	???
Bath and Beauty from Western Brands	Yes	No	No	No
International E-Commerce Support	Yes	Some	No	No
POS System Support	Yes	???	No	No